



WISCONSIN
HISTORICAL
SOCIETY

2024 SCORECARD

Collecting, Preserving, and
Sharing Stories Since 1846

wisconsinhistory.org

IMPACT ON WISCONSIN

In 2024, the Wisconsin Historical Society made major contributions to Wisconsin's economic, educational, and cultural health through innovative initiatives and programs.

EDUCATION HIGHLIGHTS

- **56,814 students** used the Society's 4th-grade textbook
- **6,000 students** participated in NHD (42% increase) from 82 schools
- **44,227 K-12 students** engaged with history at our 12 historic sites & museums (23% increase)
- **9,741 student titles & textbooks** sold by the Wisconsin Historical Society Press
- **5,972 students** visited the new History Maker Space at US Bank Plaza
- **10,548 people** visited the new History Maker Space at US Bank Plaza
- **44,940 books** sold by the Society Press, many printed on Wisconsin paper

STATEWIDE SERVICE & NATIONAL REACH

- **220,173 people** visited our 12 historic sites and museums
- **229,173 combined followers** on all Society's social media channels (13% increase)
- **7.6 million unique visits** (page views) among all Society websites (wisconsinhistory.org)
- **193,366 patrons** served by the Society's Library & Archives
- **11,130 active members** of the Wisconsin Historical Society (2,985 new members)
- **242 attendees** participated in the Society's local history conference
- **77,346 people** reached by traveling exhibitions; **18,670 attended** Society presentations
- **551 consultations** held by outreach staff to support affiliated local history organizations
- **166 local governments** served via in-person consultations with Society staff

PRIVATE INVESTMENT, JOBS & RETURN ON INVESTMENT

- **\$11.5 million** (33%) of the Society's \$35.3 million in revenue came from private gifts, endowments, earned revenue and service revenue and \$2.3 million in federal grant awards
- **3,922 projected jobs** created by construction projects related to historic tax credit programs
- **\$225.3 million** invested in rehabilitated historic properties across Wisconsin
- **\$22.1 million awarded** in federal historic preservation tax credits
- **255 buildings** rehabilitated using tax credit programs
- **\$15.5 million** in private funds raised for the Society by the Wisconsin Historical Foundation (WHF)
- **\$12.1 million** in private funds raised by WHF for the Wisconsin History Center (\$53.2 million total)
- **\$5.2 million** in earned revenue from WHS admissions, retail sales, event rentals, etc.
- **\$1 million** in earned revenue from retail sales at WHS online store and gift shops
- **\$548,708** in Society Press book sales, thanks in part to **7 new titles published**

Note: Percentage increases referenced are over FY23